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9/30/57

fashion calendar

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, SEPTEMBER 29, 1957</u>			
Just Released	MILLINERY COLOR CARD FOR '58	THE COLOR ASS'N. OF THE U.S.A.	200 MADISON AVENUE
	Spring and Summer millinery color card, with 22 shades, has just been issued to members. Contact: Estelle M. Tennis, MU. 5-5881.		
Beginning Sunday Sept. 29 1:00 P.M.	WEEKLY BRUNCH AND FASHION SHOW	HENRI BENDEL	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Showing of fashions from Henri Bendel. Millinery by Mr. Arnold. Price: \$3.75; contact: CI. 6-7700. Publicity: Peggy Cantor, CH. 4-3789.		
Sunday Sept. 29- Oct. 3	HOLIDAY AND RESORT COLLECTIONS IN MIAMI	MIAMI-FLORIDA FASHION COUNCIL	VERSAILLES HOTEL MIAMI BEACH, FLA.
	About 50 manufacturers of women's and children's fashions will show their collections. Contact: Grace McElligott, Chamber of Commerce, Miami 32, Fla.		
Monday Sept. 30 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS	BERGDORF GOODMAN	2ND FLOOR
	Bergdorf Goodman will present a press showing of Fall and Winter furs, designed by Emeric Partos. By invitation. Publ: Florence Neff, PL. 3-7300.		
Monday Sept. 30 2:30 P.M.	OPENING OF CRUISE SPORTSWEAR FASHIONS	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Showing of casual and golf dresses; also separates collection. Daily thereafter at 2:30 P.M. Contact: Joseph Sussman, WI. 7-0132.		
Monday Sept. 30 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION	ZOLTAN ROSENBERG	550 SEVENTH AVFNUE SHOWROOM - 22ND FLOOR
	Showing of daytime fashions designed by Vera Stewart. Daily thereafter at 2:30 P.M. Contact: IA. 4-6691.		
Monday Sept. 30 4:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING SEPARATES	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Haymaker's Resort and Spring collection of shirts and separates to press and buyers. By invitation. Publicity: Terry Mayer, BR. 9-6560.		

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 30	OPENING OF RESORT AND CRUISE COLLECTION Daily showings of beachwear and swimsuits. Contact: Arnold Schoenfeld, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Monday Sept. 30 6:30 P.M.- 8:30 P.M.	WEEKLY FASHION TRAINING COURSE Subject: "Fabrics"; speakers: Hope Skillman, Skillmill, Inc.; Dorothy Liebes, Liebes Textiles. Price: \$16.00 for course; \$2.00 each session. Contact: CI. 7-3940.	THE FASHION GROUP, INC. SHERATON-MCALPIN HOTEL (9 ROCKEFELLER PLAZA)	SHERATON-MCALPIN HOTEL BALLROOM
Tuesday Oct. 1 8:45 A.M. Breakfast	PRESS PREVIEW: RESORT- SUMMER SWIMWEAR "Flight Into Beauty"--preview of Resort and Summer swimwear by Robby Len. By invitation only. Publ.: Eileen Milling, 161 E. 37th St., MU. 5-8768.	ROBBY LEN, INC. (1410 BROADWAY)	WALDORF-ASTORIA PERROQUET SUITE
Tuesday Oct. 1 9:30 A.M. Breakfast	PREVIEW OF FALL AND WINTER FURS By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388. Publicity: Vera Bacal-Fredy Schey, 419 East 57th Street, PL. 3-8421.	MAXIMILLIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Beginning Tuesday Oct. 1 10:30 A.M.	OPENING: RESORT AND EARLY SPRING COLLECTION Kane-Weill and Wiley Petites collections at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 1 10:30 A.M.	OPENING OF SPRING SUIT COLLECTION Showings on Tuesdays only through Nov. 19. Contact: Tillie Smith, LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 1 11:00 A.M.	PRESS PREVIEW: RESORT AND HOLIDAY MILLINERY Miss Mary will present her Resort and Holiday millinery to the press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	MISS MARY	37 WEST 57TH STREET SALON
Tuesday Oct. 1 12:00 Noon Luncheon	OPENING OF RESORT COLLECTION Showing of misses dresses and costumes designed by Miss Lucel and Mr. Nino. By invitation. Daily thereafter at 12:00 Noon. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 1 12:30 P.M. Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of 23 Awards to designers from five nations for diamond jewelry design and display, chosen from sketches submitted anonymously to selection committee: Mrs. Cornelius Vanderbilt Whitney, Mrs. Jack Adair, Mrs. Brooks McCormick, Mrs. Robert Windfohr and Mrs. Francis Griffin. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 1 12:30 P.M. Luncheon	JANE DERBY'S COUTURE COLLECTION AT LUNCHEON De Pinna will present Jane Derby's couture fashions. Press by invitation. Public by reservation; contact: PL. 5-1000. De Pinna Publicity: Helen Daub, MU. 8-2000. Produced by Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL AMBASSADOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 1 1:15 P.M. Cocktails	OPENING: HOLIDAY AND CRUISE COLLECTION Showing of cocktail and evening dresses. Daily thereafter by appointment. Contact: Lucille Gordon, LO. 5-2727.	COHÉ	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 1 2:30 P.M. Cocktails	PREVIEW: RESORT AND SPRING DRESSES David Crystal will present their collection of Resort and Spring dresses to press and buyers. (<u>Note Change of Time</u>). By invitation. <u>Thereafter at 10:30 A.M.</u> Contact: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 1 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT FASHIONS Press preview of swimwear, sportswear and dresses designed by Greta Plattery. By invitation. Publ: Margaret Hodge, 15 E. 48th St., PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALIROOM
Tuesday Oct. 1 5:30 P.M. Cocktails	MALBE COORDINATES OF BARTACOTONE Preview of Malbe Holiday and at-home coordinates in bartacotone, fine Italian cotton. By invitation. Contact: Lil Wise at Malbe, WI. 7-7944.	BART SCHWARTZ INT'L TEXTILES (1407 B'WAY)	525 SEVENTH AVENUE MALBE SHOWROOM-21 FL.
Beginning Tuesday Oct. 1- Oct. 15	SHOWING OF RESORT AND SPRING COLLECTION Rudi Gernreich will show Resort and Spring sportswear and swimsuits, co-ordinated with his shoe collection. Contact: Rudi Gernreich, MU. 7-4400.	RUDI GERNRICH (BEVERLY HILLS)	HOTEL ALGONQUIN 59 WEST 44TH STREET
Oct. 2	WORLD SERIES -- OPENING DAY AT YANKEE STADIUM (Wednesday).		
Wednesday Oct. 2 8:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR FOR 1958 Gantner of California will present their collection of swimwear to the press. By invitation. Publicity: Mrs. Jetta Meyerson, WI. 7-0987.	GANTNER OF CALIFORNIA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 2 9:15 A.M. Breakfast	PRESS PREVIEW: HOLIDAY AND CRUISE FASHIONS Preview of Cashmere coordinates, ensembles and dresses. By invitation. Contact: WI. 7-1830. Publicity: Margaret Hodge, 15 E. 48 St., PL. 5-7630.	NANETTE CASHMERMES, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday Oct. 2 10:00 A.M. Breakfast	HOLIDAY & CRUISE LEATHER FASHIONS Preview of Samuel Robert's Holiday and Cruise fashions in leather. <u>Showing at 10:30 A.M.</u> By invitation. Publicity: Joan Idstrom at Alan W. Bell, 437 Fifth Avenue, MU. 4-4705.	SAMUEL ROBERT, INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Oct. 2 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Claire Schaffel will present Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Claire Schaffel contact: PL. 5-0818. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 2 2:30 P.M.	BRIGANCE: RESORT-SPRING PRESS PREVIEW Preview of Brigance's Resort and Spring beachwear, playclothes, dresses, separates and at-home fashions. By invitation. Daily thereafter at 2:30 P.M. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 2 3:30 P.M. Cocktails	PREVIEW: RESORT AND HOLIDAY FASHIONS Jay Anderson will present his "Posh" collection of better dresses. For press and buying offices, by invitation. Daily thereafter by appointment. Contact: Alexandra Sandlin, 331 E. 58th St., MU. 8-3543.	ANDERSON DESIGNS, INC. SAVOY PLAZA HOTEL (MIAMI, FLORIDA) WILLIAMSBURG SUITE	
Wednesday Oct. 2 4:00 P.M. Cocktails	PREVIEW: SPRING AND RESORT SWEATER FASHIONS Preview of Korriigan Lesur's Spring and Resort sweater collection. <u>Showing</u> <u>at 4:30 P.M.</u> By invitation. Publ.: Ruth Hammer, 2 W. 59th St., EL. 5-7872.	KORRIGAN LESUR CORP. (580 FIFTH AVENUE) LE CHATEAU - 11TH FL.	
Beginning Wednesday Oct. 2	OPENING OF RESORT AND SPRING SUITS Continuous daily thereafter. Contact: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW: 1958 COLE & DIOR SWIM FASHIONS Preview of Cole's 1958 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. <u>Showing</u> <u>at 9:30 A.M.</u> By invitation. N.Y. Contact: 1407 F'way, Room 2703, BR. 9-2886. Contact: Anne Cole, 2615 Fruitland, Los Angeles.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.) HOTEL PLAZA BALLROOM	
Thursday Oct. 3 10:30 A.M.	OPENING OF RESORT- SPRING COLLECTION Tina Leser will present her Resort and Spring fashions at 10:30 A.M. daily. Contact: James Howley, LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 3 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON Fabric Report by Estelle Hamburger. Co-Chairmen: Frances Clarke and Ann Boucher. Price: \$6.50, members; \$7.50, guests. Exhibit open 10:00 to 3:00; admission \$1.00 at door. Contact: CI. 7-3940.	THE FASHION GROUP, INC. SHERATON-ASTOR HOTEL (9 ROCKEFELLER PLAZA) BALLROOM	
Thursday Oct. 3 12:30 P.M. Luncheon	FALL COAT & SUIT FASHIONS AT LUNCHEON George Carmel's coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Fashion Director and Producer: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC. (530 SEVENTH AVENUE) HOTEL PLAZA PERSIAN ROOM	
Thursday Oct. 3 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING 1958 COLLECTION Hathaway will present a new boutique group from the ladies' division; also men's Resort fashions. By invitation. Publ.: Alexis Yardley, OX. 7-5566.	C. F. HATHAWAY CO. (112 EAST 40TH ST.) HOTEL AMBASSADOR BALLROOM	
Thursday Oct. 3 8:15 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of seventy fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Friday Oct. 4 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION Trade showings Oct. 9, 10 and 15 at 11:00 A.M. By invitation and reserva- tion. Contact: Molly Porter, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		
Monday Oct. 7-	PREVIEW: RESORT AND SPRING SHOE FASHIONS	MADEMOISELLE SHOES	350 FIFTH AVENUE SHOWROOM-SUITE 7419
Oct. 11 8:45 A.M. Breakfast	Showings at informal breakfast of advance Resort and Spring 1958 shoe collection for retail buyers, fashion coordinators and hosiery stylists. By invitation. Contact: Carolyn Saks, LO. 4-3350.		
Monday Oct. 7 12:30 P.M. Luncheon	FALL FASHION SHOW AT BENEFIT LUNCHEON	CHRISTIAN DIOR- NEW YORK, INC.	WALDORF-ASTORIA BALLROOM
	For benefit of Women of St. Thomas Church for Episcopal Services of N.Y. and La Maison Francaise of N.Y. University. Jewels by Van Cleef & Arpels. Price: \$15.00. Contact: Mrs. Henry Page, CI. 7-0997.		
Monday Oct. 7 2:00 P.M.	OPENING: SPRING AND RESORT COLLECTION	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showing of Spring and Resort cocktail fashions. Thereafter, daily at 2:00 P.M. Contact: LO. 4-3600. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.		
Monday Oct. 7 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Preview of Claire McCardell's Resort and Spring collection. By invitation. Trade showings at 2:30 P.M. daily. Contact: LO. 4-2155.		
Monday Oct. 7 4:00 P.M.- 7:00 P.M. Cocktails	SPRING COLLECTION BY LUIS ESTEVEZ	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE
	Preview of Resort and Spring fashions, designed by Luis Estevez. By invitation. Trade thereafter at 12:00 Noon in showroom. Contact: Elizabeth Harris, LO. 4-5820.		

SPRING-RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

<u>TUESDAY, OCT. 8</u>			
A. Goodman & Co., Inc.	10:30 A.M.	•	530 7th (17 Fl), WI. 7-4077
Larry Aldrich Co., Inc.	2:30 P.M.	•	530 7th (12 Fl), CH. 4-1872
Harmay.	4:00 P.M.	•	498 7th (22 Fl), PE. 6-5547
Ben Barrack, Inc.	Continuous daily	•	498 7th (7 Fl), LO. 4-3923
<u>WEDNESDAY, OCT. 9</u>			
Hannah Troy, Inc.	1:00 P.M.	•	530 7th (2 Fl), LO. 3-0988
Junior Sophisticates	1:00 P.M.	•	498 7th (4 Fl), LO. 4-0462
Grobe	Continuous daily	•	498 7th (16 Fl), BR. 9-8394
<u>THURSDAY, OCT. 10</u>			
Jobero, Inc.	11:45 A.M.	•	530 7th (20 Fl), PE. 6-1938
William Fox, Inc.	1:00 P.M.	•	530 7th (21 Fl), OX. 5-4070
Grabois	1:15 P.M.	•	498 7th (5 Fl), CH. 4-2767
David Levine Co.	2:30 P.M.	•	530 7th (21 Fl), LA. 4-0237
Samuel Winston, Inc.	4:00 P.M.	•	530 7th (11 Fl), CH. 4-2617
<u>MONDAY, OCT. 14</u>			
Rosalie Macrini	4:00 P.M.	•	550 7th (11 Fl), CH. 4-2655
<u>TUESDAY, OCT. 15</u>			
Ben Reig, Inc.	10:00 A.M.	•	498 7th (23 Fl), CH. 4-1542
Branell	2:30 P.M.	•	530 7th (27 Fl), PE. 6-6983
<u>WEDNESDAY, OCT. 16</u>			
Rudolf Gowns	10:30 A.M.	•	530 7th (12 Fl), WI. 7-6865

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 8 9:30 A.M.	OPENING OF HOLIDAY AND CRUISE COLLECTION Collection designed by Helena Barbieri, with showings thereafter on Tuesdays, Wednesdays and Thursdays at 9:30 A.M. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Oct. 8 12:30 P.M. Luncheon	PREVIEW: RESORT AND EARLY SPRING FASHIONS By invitation. Showings thereafter on Tuesdays, Wednesdays and Thursdays. Contact: LO. 3-0988. Publ: Vera Bacal-Fredy Schey, 419 E. 57, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Oct. 8 1:15 P.M.	OPENING OF RESORT & SPRING COLLECTION Oleg Cassini will present his Resort and Spring collection to the press and trade. By invitation. Contact: LO. 5-6453. Publicity: Alfred Davidson Assoc., 38 East 57th St., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Oct. 8 1:15 P.M.	OPENING OF RESORT & SPRING COLLECTION McMullen will present their Resort and Spring dresses, blouses, play-clothes and separates, Oct. 8, 9 and 10 at 1:15 P.M. Continuous thereafter. Contact: Esther Reifer, OX. 5-4270.	MCMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday Oct. 8 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION Daily showings at 2:30 P.M. By appointment. Contact: CH. 4-0619. Publicity: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 8 3:00 P.M.	SWIMWEAR FASHION SHOWING AT COCKTAILS Preview of the Rose Marie Reid 1958 swimsuit collection to press and buyers. By invitation. Publ: Virginia Dickson at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 8 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, at Charles J. Charney, 101 W. 55th St., PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 8 4:30 P.M. Champagne	PREVIEW OF HOLIDAY & SPRING COLLECTION Showing of Belliciano Holiday and Spring coordinates at 4:30 P.M. By invitation. Publicity: Peggy Cantor, CH. 4-3789.	BELLCIANO, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday Oct. 8 5:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING COLLECTION Press preview of Ceil Chapman's Resort and Spring fashions. By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Oct. 8	OPENING: RESORT AND EARLY SPRING FASHIONS Collection designed by Walter Gerson. Continuous trade showings. Contact: CH. 4-2270. Publ: Vera Bacal-Fredy Schey, 419 E. 57th St., PL. 3-8421.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday	OPENING OF SPRING & RESORT COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Oct. 9 10:30 A.M.	Late day and evening fashions for Holiday, Resort and Spring, with showings at 10:30 A.M. Oct. 9, 10, 15 through 18. Contact: PE. 6-2663.		
Wednesday Oct. 9 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fall and Winter fur fashions by Gunther Jaeckel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Mrs. Pleasants Pennington, PL. 5-7000.	GUNther-JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 9 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Else Fritz will present her Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday Oct. 9 1:00 P.M.	OPENING OF CRUISE & SPRING FASHIONS Showing of daytime and evening collection. Thereafter at 1:00 P.M. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Wednesday Oct. 9 1:00 P.M.	RESORT & SPRING DRESS COLLECTION Junior Sophisticates will present their Resort and Spring collection at 1:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Women's and girls' Resort and Spring fashions. Showing at 4:30 P.M. By invitation. Contact: Barbara McGinniss, BR. 9-1974.	WHITE STAG (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Wednesday Oct. 9 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF RESORT FASHIONS IN WOOL "Palm Paradise Plantation"--fashion show featuring wool Resort fashions by Leading American designers. Three showings. By invitation. Publicity: Toni Robin at The Wool Bureau, 16 W. 46th St., PL. 7-5092.	THE WOOL BUREAU; & HOLIDAY MAGAZINE	CHERRY LANE THEATRE 38 COMMERCE (7TH AVE.)
Thursday Oct. 10 11:30 A.M. Luncheon	OPENING: COUTURE RESORT FASHIONS Showing of daytime, cocktail and evening fashions. By invitation. Daily thereafter at 11:30, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Oct. 10 12:30 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON SHOW David's collection of Fall and Winter fur fashions, designed by Capucci of Rome. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Fashion Director: Mary Alice Rice, CI. 6-1790. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CAPUCCI OF ROME FOR DAVID (50 W. 57)	HOTEL PLAZA PERSIAN ROOM
Beginning Thursday Oct. 10 1:00 P.M.	OPENING: RESORT AND SPRING DRESS COLLECTION Showings of William Fox dress collection, Oct. 10, 15, 16 and 17 at 1:00 P.M. Contact: OX. 5-4070.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Oct. 10 4:00 P.M.	OPENING: RESORT & SPRING COLLECTION Daily at 4:00 P.M. by reservation. Contact: CH. 4-2617. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Oct. 10 4:30 P.M.	PRESS PREVIEW: HOLIDAY, RESORT, SPRING FASHIONS Donald Brooks will present his new fashions in misses sizes to the press. (Note Change of Place). Trade preview Fri., Oct. 11, at 4:30 P.M. By invitation. Thereafter by appointment. Contact: LO. 4-1320. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HEDGES, LTD. (36 WEST 38TH ST.)	TEMP. HDQ. (LORD'S) 498 SEVENTH - 14 FL.
Monday Oct. 14 9:30 A.M. Breakfast	PRESS PREVIEW: RESORT & SPRING DRESS COLLECTION By invitation. Daily thereafter at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Oct. 14 1:00 P.M.	OPENING: SPRING DRESS COLLECTION Spring fashions designed by Wilson Folmar. Daily thereafter, by appointment. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Postponed Oct. 14	THE ITALIAN SILK ASSOCIATION SHOWING OF RESORT AND CRUISE FASHIONS ON THE S.S. NASSAU, ORIGINALLY SCHEDULED FOR 4:30 P.M., HAS BEEN POSTPONED.		
Beginning Monday Oct. 14	OPENING OF SPRING DRESS COLLECTION Daily by appointment. Contact: Joni Johnstone, LO. 3-7648.	M. NADLER & CO.	530 SEVENTH AVENUE PENTHOUSE
Beginning Monday Oct. 14- Oct. 18	PREVIEW OF FASHIONS IN RESORT FABRICS "Third Annual Cherry Blossom Festival"--showing of A.P. Silk's Resort fabrics in fashions by leading American designers. For press, Oct. 14. Contact: Countess Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Oct. 14- Oct. 25	OPEN HOUSE: BOUTIQUE ITALIAN COLLECTION Fontana will present her Boutique Resort and Spring Italian fashions. By invitation. Contact: PL. 9-3000, Suite 336. Publicity: Rosemary Sheehan, 27 E. 37th Street, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA SUITE 336
Tuesday Oct. 15 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Preview of casual dresses and ensembles designed by Liz Claiborne. By invitation. Contact: LO. 5-2275. Publ: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP
Tuesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Trade showings Oct. 16-18; thereafter Tuesdays and Thursdays at 10:30 A.M. By invitation. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 15 10:30 A.M.	SPRING AND RESORT DRESS COLLECTION Dresses and ensembles designed by Violet Feigen, with showings at 10:30 and 2:30 daily. Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 15 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Daily thereafter at 10:30. Contact: CH. 4-2659. Publicity: Vera Bacal- Freddy Schey, 419 E. 57th St., PL. 3-8421.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 15 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan will present daytime and late-day dresses, suits and en- sembles. By reservation. Daily thereafter at 1:15 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 16 10:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior-New York will preview their Spring collection at 10:00 A.M. to the press. Trade showings at 2:30 P.M., Oct. 17, 18, 22 and 24. By invitation. Contact: Dorothy Smith, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 16 10:30 A.M.	PIEVIEW: RESORT AND SPRING COLLECTION By invitation. Daily thereafter at 10:30 A.M. By appointment. Contact: Jerome Silverman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 16 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Daytime to evening collection. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publ.: Eleanor Lambert, MU. 8-2130. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CARRIE MUNN (6 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Fall fashions by leading designers. Press by invitation. Public by reservatio; contact: PL. 9-3000, Banquet Dept. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM
Friday Oct. 18 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings of Pauline Trigere's Resort and Spring collection at 2:30 P.M. Oct. 18, 22, 23, 24, 29 and 31; at 10:30 A.M. Oct. 25. By appointment. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Oct. 21 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT FASHIONS George Carmel's Spring coat and suit collection. By invitation. Trade showings thereafter at 10:30 A.M. Contact: IA. 4-3310.	GEOIGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Oct. 21 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Scaasi presents "Tradewinds", his after-five collection of Resort and Spring fashions. By invitation. Thereafter by appointment in showroom. Contact: PL. 5-4916. Publ.: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	SCAASI, INC. (45 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 22 11:00 A.M. Luncheon	PRESS PREVIEW: SPRING COATS AND SUITS Seymour Fox will present Spring coats and suits. Thereafter, Oct. 23-30 and Nov. 5 at 10:00. By invitation. Publicity: Sally McDonald, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 22 12:30 P.M. Luncheon	PREVIEW: YOUNG FASHIONS IN PERSIAN LAMB Press preview of young fashions in Southwest African Persian Lamb, created by America's leading fur manufacturers. Publicity: Margaret Collyer at Alan W. Bell Co., 437 Fifth Avenue, MU. 4-4705.	S.W. AFRICAN PERSIAN LAMB ADVISORY BOARD	HOTEL AMBASSADOR CRYSTAL ROOM
Tuesday Oct. 22 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings thereafter at 2:30 P.M., Oct. 23, 24, 29 thru 31. By appointment. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Oct. 22	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Oct. 23 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Arthur Jablow will present his Spring collection of coats and suits. Daily thereafter at 10:30 A.M. By reservation. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 23 12:30 P.M. Luncheon	SILK FASHION SHOW DURING LUNCHEON "World of Silk"--leading American designers' fashions, available at Bergdorf Goodman. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Eleanor Lambert, MU. 8-2130. Pierre Fashion Coordinator: Nola Luxford, TE. 8-8000.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 24 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Resort and Spring cotton fashions by leading designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 30 12:30 P.M. Luncheon	LEATHER FASHIONS AT LUNCHEON SHOW Leather fashions and accessories designed by Bonnie Cashin for Philip Sills, available at Lord & Taylor. Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PHILIP SILLS	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 31 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to press and buyers. By invitation. Trade showings from Tues., Nov. 5 at 11:00 A.M. daily except Friday. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Oleg Cassini's Fall collection available at leading stores. Oleg Cassini Publicity: Alfred Davidson Assoc., PI. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI (498 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM

MOVIES...MUSIC...THEATRE...BALLET

Sunday Sept. 29 OPENING: "I KNOCK AT THE DOOR" BELASCO THEATRE, 111 WEST 44TH STREET Paul Shyre in association with Lucille Lortel & Howard Gottfried will present the Sean O'Casey work, starring Aline MacMahon, Staats Cotsworth and Rae Allen. Publicity: Sol Jacobson-Lewis Harmon, 229 W. 42nd St., CH. 4-1482.

Tuesday Oct. 1 FINAL WEEK: ROYAL BALLET MET. OPERA HOUSE, BROADWAY & 39TH STREET Tues., Oct. 1: "The Prince Of Pagodas". Wed., Oct. 2: "Le Lac des Cygnes". Thurs., Oct. 3: "Petrouchka", "La Peri", "The Firebird". Fri., Oct. 4: "Coppelia", "Facade". Sat., Oct. 5: "Le Lac des Cygnes". Sun., Oct. 6: "Sleeping Beauty". Publicity: Martin Feinstein, PL. 9-6000.

Tuesday Oct. 1 OPENING: "LOOK BACK IN ANGER" LYCEUM THEATRE, 149 WEST 45TH STREET David Merrick will present the John Osborne drama, with an entire English cast, starring Mary Ure and Kenneth Haigh. Director: Tony Richardson. Setting: Alan Tagg. Publicity: Sol Jacobson and Lewis Harmon, CH. 4-1482.

Wednesday Oct. 2 (Tentative) OPENING: "SATURDAY NIGHT KID" MOROSCO THEATRE, 217 WEST 45TH STREET Oliver Smith and Roger Stevens will present Jack Dunphy's three character play, starring Shelley Winters and Alex Nicol with Jack Klugman. Director: Warren Enters. Publicity: William Fields, PL. 7-6846.

Wednesday Oct. 2 PREMIERE: "THE HELEN MORGAN STORY (Movie)" ASTOR THEATRE, B'WAY & 45TH ST. Warner Brothers CinemaScope production, starring Ann Blyth as the night-club queen of the Jazz Age, with Paul Newman and Richard Carlson. Featured will be Rudy Vallee, Walter Winchell, Jimmy McHugh, Sammy White. Director: Michael Curtiz. Producer: Martin Rackin. Publ.: Eve Siegel, CI. 6-1000.

Thursday Oct. 3 OPENING: "MISS LONELYHEARTS" MUSIC BOX THEATRE, 239 WEST 45TH ST. Lester Osterman and Alfred R. Glancy, Jr., in association with Diana Green, will present Howard Teichmann's play, adapted from the novel by Nathanael West; starring Pat O'Brien and featuring Fritz Weaver, Ruth Warrick, Pippa Scott, William Hickey. Director: Alan Schneider. Sets: Jo Mielziner. Costumes: Patricia Zipprod. Warner Publicity: William Fields, PL. 7-6846.

Thursday Oct. 3 PREMIERE: "LES GIRLS" (Movie) MUSIC HALL, 6TH AVENUE & 50TH STREET Paris, London and Madrid are the backgrounds for MGM's CinemaScope and Metrocolor production, starring Gene Kelly, Mitzi Gaynor, Kay Kendall. Producer: Sol C. Siegel. Director: George Cukor. Music and Lyrics: Cole Porter. Costumes: Orry Kelly. MGM Publicity: Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Tuesday Oct. 8 OPENING: "MARIA STUART" PHOENIX THEATRE, 2ND AVE. & 12TH ST. Jean Stock Goldstone-John Reich adaptation of the Friedrich Schiller play, starring Eva Le Gallienne, Irene Worth and featuring Max Adrian. Director: Tyrone Guthrie. Sets and Lighting: Donald Oenslager. Costumes: Alvin Colt. Publicity: Ben Kornzweig, CI. 6-0718.

Wednesday Oct. 9 OPENING: "THE EGGHEAD" BARRYMORE THEATRE, 243 WEST 47TH ST. Hope Abelson will present the Molly Kazan comedy starring Karl Malden and Phyllis Love. Director: Hume Cronyn. Sets: Richard Sylbert. Costumes: Anna Hill Johnston. Publicity: Harvey Sabinson, CI. 6-0856.